



North Carolina
Main Street

RECORD OF MEETING – TOWN of WAXHAW

The Mission of the Waxhaw Small Town Main Street program is to work toward implementation of goals as established on an annual basis by our Small Town Main Street committee volunteers and to achieve success by following the four-point approach method for downtown revitalization as outlined by the National Main Street Center: Organization, Design, Promotion, Economic Restructuring.

MEETING NOTES:

Promotions Committee Meeting

Date: January 9, 2013

Time: 3:00 pm

Place: Main Street Grill

January 16, 2013

3:00 pm

Main Street Grill

Present: Jane Hunt, Jody Sitton, Natalie Jackson

Absent: David Hunt

The purpose of the meeting was to recap the January First Friday event, plan for the February First Friday, plan for the Small Town Main Street Conference, discuss a First Friday Facebook page and the possible recruitment of additional committee members. Due to the magnitude of content discussed, the committee agreed to meet on January 16th to finish all conversations. All notes are contained in these minutes.

- 1/ The committee formally approved the agenda as well as the meeting minutes for the previous month. After this approval, the committee discussed the success of the January First Friday and agreed that it would be a viable annual event in town.
- 2/ The committee discussed the need to plan for a basic First Friday due to Small Town Main Street Conference dates and their relationship to First Friday. It was agreed by all that the evening would have a romantic theme due to it's proximity to Valentine's Day. Carriage rides, merchant discounts, romantic music, emphasis on Valentines shopping, pampering and the incorporation of the town's floral resources were discussed as the main elements to the evening.
- 3/ The upcoming Small Town Main Street Conference was discussed and committee members identified the areas they were most interested in learning more about. The need for a recap meeting was identified as a post-conference action item.
- 4/ It was discovered that there was a First Friday Facebook page developed prior to the current committee. The group agreed that it was not advantageous to continue the page, opting for the use of the Town of Waxhaw page and existing media outlets. Natalie Jackson volunteered to work on tracking down the author of the page to ask for its dissolve.
- 5/ The need for the recruitment of additional committee members was discussed and suggestions were talked about. Further discussion of possible committee members will take place at the February meeting.
- 6/ Natalie and Jane also discussed speaking to the Board of Commissioners in order to update them on the successes of the Promotions Committee to date and the way ahead.



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In conclusion, the group was pleased with the January First Friday and looked to the Small Town Main Street Conference as an opportunity to gain great ideas for the future.

For next time: The committee will discuss March First Friday plans, the Spring Promotion event, and recruitment of additional committee members.

Meeting adjourned at approximately 4:15pm. A second meeting was needed and scheduled for January 16th at 3pm, Main Street Grill. All notes from both meetings are contained above.

The next monthly meeting is scheduled for February 14, 2013 at 3pm at the Main Street Grill.